

# A New R&D Process for Game Design





**Experimental**

**Mobile**

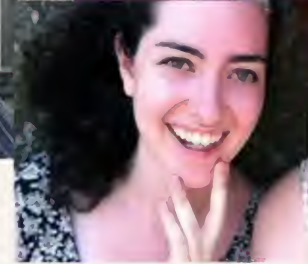
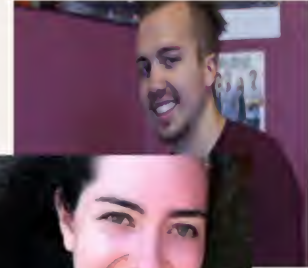
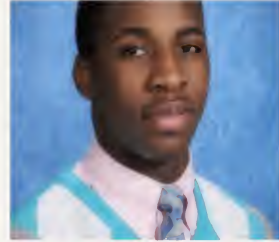
**Games**

**Group**



# Participants From:

- High-School
- College
- Graduate School



## Different Skill Levels



## Different Equipment Levels



# Starting Goals

- Generate new ideas for the lab
- Include as many of the lab fellows as possible





# First Meeting



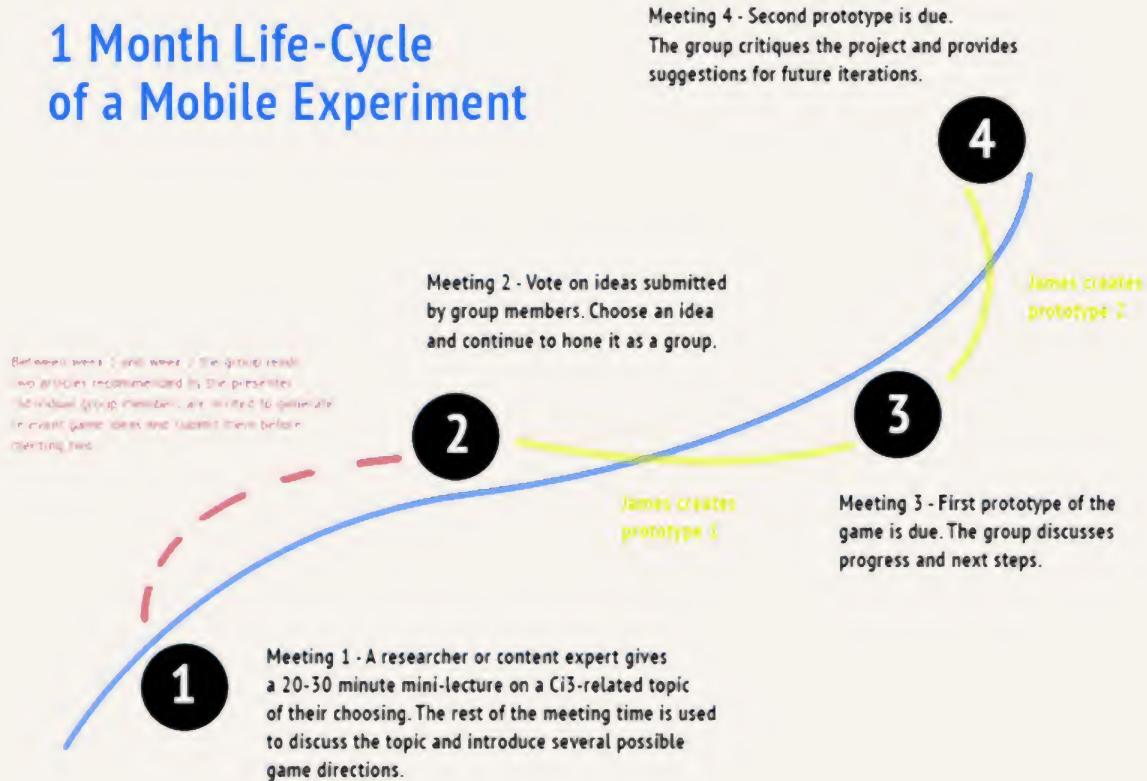
# Emerging Priorities

- Inclusive Process
- Quick, 1-month prototypes
- Promote Intergenerational learning





# 1 Month Life-Cycle of a Mobile Experiment



# Speakers





Arrow Keys to Move  
Space Bar to Shuffle  
For administrator view only

• created with  iStock •



# Who Benefits?

- Students  
(participate in the design process)
- Prototyper/Developer  
(rapid prototyping practice)
- Organization  
(try new ideas to see what sticks)



# How Does it Scale?



# Take-Aways

- Not a Gated Community
- Liberating to work on other people's projects
- Jump in



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**Thank You!**

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